

JUL 15 1925

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✓ THE LOVE GAMBLE ✓

✓ Photoplay in 6 reels ✓

✓ From the novel "Peggy of Beacon Hill" ✓

By Maiz<sup>i</sup>ie Gre<sup>i</sup>gg ✓

✓ Adapted by Harry O. Hoyt. ✓

Directed by Edward J. LeSaint

Author of the photoplay (under section 62)  
Banner Productions, Inc. of U.S.

JUL 15 1925

Washington, D. C.

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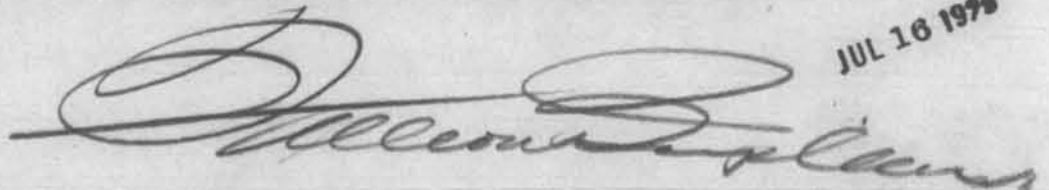
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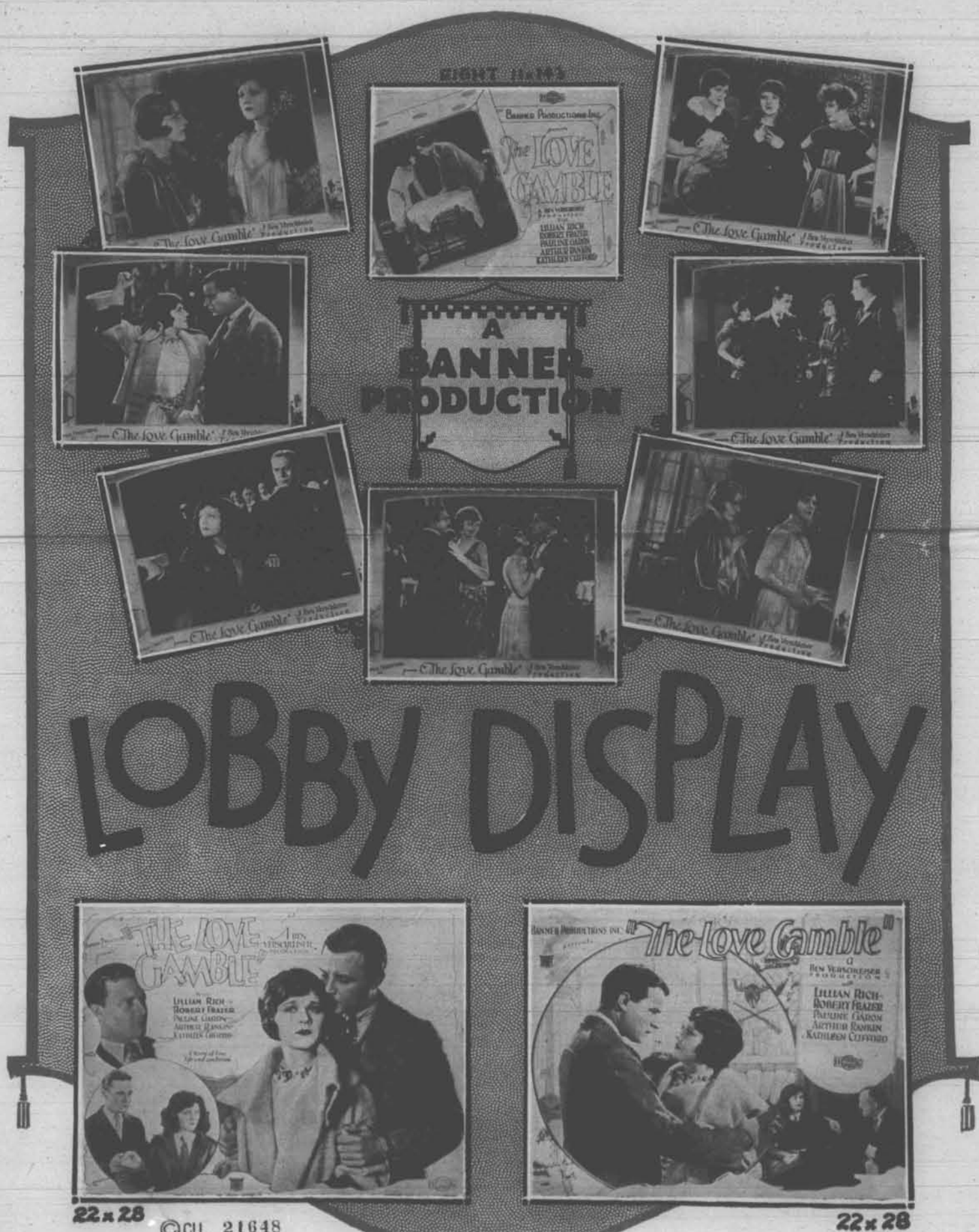
BANNER PRODUCTIONS, INC.



# *The* LOVE GAMBLE



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**BANNER  
PRODUCTIONS  
Inc.**

**Presents**

**Directed by  
EDWARD LE SAINT**

# The Love Gamble

Adapted from the Novel By  
**MAYSIE GREIG**

**A BEN VERSCHLEISER PRODUCTION**

**Featuring  
LILLIAN RICH  
ROBERT FRASER**

with  
**PAULINE GARON  
ARTHUR RANKIN**

Continuity by  
**HARRY O. HOYT**

**I**N the cramped simplicity of a tiny studio apartment on Bohemian Beacon Hill, which is to Boston what Greenwich Village is to New York, or the Vieux Carre to New Orleans, Peggy Mason was moodily despising her life. A canary perched disconsolately in his cage, songless.

"You in your cage, Dickie, I in mine," she said, presently.

The doorbell disturbed her brooding. Peggy responded, to greet the postman. He handed her a long, heavy envelope. As she read the message her eyes gladdened and the morning sun, rising higher, sent a shaft of gay radiance into the dormer window, bringing a burst of melody from the bird.

The letter was from a firm of attorneys. It brought the news that an almost forgotten uncle had left to her what seemed a fortune—one thousand dollars. What dreams might be fulfilled—what long abandoned hopes came suddenly to new life.

At the evening meal Peggy joyfully proclaimed the news to her step-father and her brother, with whom she shared the home. She had already decided to spend the money to prepare herself for a business career. In the Beacon Hill atmosphere, Peggy had realized that art was not her forte. But she was convinced that she had the talent and the ability to carry her on in the world of commerce.

The announcement was met with derision by her step-father, then by surly opposition. The discussion grew into an argument, then became a quarrel.

"It's my money and I intend to spend it as I please," Peggy declared.

The elder man rose unsteadily, his face set. Roughly he seized Peggy's arm.

"You'll do nothing of the kind," he replied. "You want to get out and spend the money like a little fool. I won't allow it."

Jack Mason also rose and looked at his step-father steadily.

"Keep your hands off," he demanded.

For reply the other turned and struck savagely at the boy. Jack leaped in and struck back. Slightly, and in fear of his step-father, he was no match for the larger man. They came together and swayed for a moment, Jack lock-

ed in his opponent's arms helplessly. Releasing one hand the stronger man drove his fist into the boy's face again and again. Peggy choked back a scream. A water pitcher stood on the table. She seized it and dashed the contents upon her step-father's head.

He drew back and in that moment the doorbell rang. Peggy went to the door and admitted Joe Wheeler, a handsome youth whose love for her shone in his

in the sunlight. He was presented as Douglas Wyman, owner of Whistler Court, in which the coffee house was situated.

The days went by very rapidly in her new enterprise. Peggy found herself extremely happy, looking forward to the morning, regretting the passing of a day. "Doug" Wyman was with her frequently. Little attentions he paid her, friendly advice and interesting conversations—these

her to a picturesque cabin far out on the Boston Post Road. When he made it clear that he had brought her there to spend the night, Peggy revolted. Pushing him from her, she escaped through a window and wandered into the woods, as much alone and lost as if she were in some trackless forest.

Finally, Peggy succeeded in reaching the road. A little way beyond she came upon a party of motorists camping in a clearing beside the highway. As she emerged from the darkness they gathered about her and Peggy found herself looking into the eyes of Joe Wheeler, the boy who loved her and who had lost. Joe assumed charge of her immediately and she was made comfortable for the night. In the morning he drove her back to Boston. On the way, Joe once more voiced his plea and Peggy, indignant at "Doug," hurt at the loss of her illusions, consented.

But Fate was not yet ready to release her from its grasp. In Boston, the papers were blazing with the story of the murder of Douglas Wyman's wife and "Doug" was being accused of the crime.

Peggy might keep her pledge to Joe. She had told him only that she had been with a party of motorists whose car broke down. He knew nothing of Wyman and the affair at the cabin in the woods. Or, she might save "Doug."

Suddenly, Peggy knew that it was Douglas whom she loved.

On the morning that Wyman faced the court, pale and worn from the strain, Peggy walked up the aisle, her eyes brave, her lips smiling.

"Douglas Wyman was with me all night in his cabin," she confessed. "He could not have committed this crime."

The truth was in her voice and her eyes. It proved her love for Douglas Wyman and it told Joe Wheeler that he had lost. But after all, Joe had never really possessed her love and now he realized it. As for "Doug," he had loved her from the beginning and he would love her to the end.

Thus, "The Love Gamble" brought happiness to those who risked their stakes before the wheel of Fate.

## THE STORY

### CAST OF CHARACTERS

Peggy Mason	Lillian Rich
Douglas Wyman	Robert Frazer
Jennie Howard	Pauline Garon
Fifi Gordon	Kathleen Clifford
Jim Gordon	Larry Steers
Mrs. Wyman	Bonnie Hill
Jack Mason	Arthur Rankin
Joe Wheeler	Brooks Benedict
Dan Mason	James Marcus

eyes as they met. It was Joe's custom to take Peggy out for long rides in the side car of his motorcycle. Such was his proposal this evening. Seeing in a veiled glance that she was under the strain of some emotion, Joe insisted and Peggy consented, first reassuring herself that Jack and her step-father would no longer continue their quarrel.

On the road, Joe had still another proposal to make—the one he always made—wouldn't Peggy marry him? They had drawn up beside the highway. Then Peggy told him of the legacy—of her plan to do something with herself before she married. She permitted Joe to kiss her lingeringly; saw him brace himself to accept her decision bravely, and they went back to Beacon Hill.

On the very next day, Peggy learned of an opportunity to share an interest in a new coffee shop. Hurrying to the address she saw the property, believed in the future of the plan and acquired a half interest in the business. While she discussed plans with the new partner a man came upon them, tall, handsome, smiling

and other signs told Peggy that he cared. She admitted that "Doug" Wyman was winning his way into her heart.

He took her to a dinner party one night, where gaiety and song were rampant. A woman in black at another table signalled to him and excusing himself, "Doug" went to her. On returning he offered no explanation. As they were leaving the place, Peggy preceded "Doug" to his car and found the woman in black waiting there.

"I wonder how long he'll have you, said the woman, cuttingly, as she looked at Peggy with her cold, cruel eyes.

Then Peggy learned that Wyman was married. He was living apart from his wife and justified himself by explaining that a divorce would follow. He spoke so honestly and his story was so plausible—and Peggy really cared for him—that she accepted the situation and their friendship went on.

The climax came when, one summer night, "Doug" motored



# ADVANCE STORIES

## Convent Girl Is New York Success On Initial Visit

Pauline Garon in "The Love Gamble," Denies That Broadway Is As Cruel As Painted.

### WINS IN 48 HOURS

No one can convince Pauline Garon that New York is the harsh, unfriendly city that some would color it. She left the Convent of the Sacred Heart, in Montreal, Canada, the city of her birth, with twenty dollars and a great ambition. Within forty-eight hours she was placed in "The Lonely Romeo" with Lew Fields.

Seeing her in this piece, Donald Brien engaged her for a part in "Buddies," which ran for more than a year. Lillian Gish decided that Pauline had perfect legs and the result was that D. W. Griffith signed Miss Garon for a year, during which she continued to play on the stage.

Her next production was "Sonny," in which she later appeared on the screen with Richard Barthelmess. In rapid succession then, Miss Garon appeared in "Lillies of the Field," on the stage, while she also worked opposite Owen Moore in the picture, "Reported Missing," for Selznick.

Jesse L. Lasky selected her for Cecil B. DeMille's picture, "Adam's Rib" and later, she made the picture, "You Can't Fool Your Wife," for George Melford.

There followed a number of independent productions, after which Miss Garon went abroad to appear in an English film called "What the Butler Saw." In Germany she played in a Joe May production titled: "Colportage." Back in the United States she appeared in "Speed" and "Passionate Youth."

"Nobody can ever convince me that New York doesn't offer every chance to a beginner," said Miss Garon. "It's the city of opportunity."

Miss Garon appears in a strong character role in "The Love Gamble," the Banner Production to open an engagement of..... days at the..... Theatre.....

Suggest to the City Editor of your leading newspaper a story about a home town girl who made good as Miss Garon did.

How Do the Girls In Your City Answer the Above Question?

## Lillian Rich Has Hobby in Garden

THEORIES on hobbies vary, naturally. Lillian Rich, who is starring in "The Love Gamble," the Banner Production to open a..... day run at the.....

Theatre....., is a believer in the return to nature. Gardens are her particular hobby. Recently she bought a summer place and established a garden immediately.

A few days later, a verse appeared in The New York World, by Lucia Trent, titled "The Absent Minded Agriculturist."

"I think she was writing about me," said Miss Rich.

The "poem" remarks—

"I've ploughed and

I've hoed,

I've raked and I've

dug;

Taken every precaution

To kill every bug.

I've pulled up each

treacherous

Ominous weed,

But, darn it all, man,

I've forgotten the

seed."

"That's precisely what I

did," the star added, with a

laugh.

## Authoress Lives Story She Writes

Maysie Greig, a young Australian newspaper woman, is the author of "Peggy, From Beacon Hill," the novel upon which Banner Productions based the picture "The Love Gamble," which opens a..... day engagement at the..... Theatre.....

Miss Greig determined to leave Australia to gain experience. In London she wrote dispatches back to her newspaper that brought her under favorable light. She worked on a London staff for a while, then came to America, landing in New York.

The frowning buildings frightened her. The rush and apparently aimless excitement drove cold pangs into her heart. Miss Greig caught a train to Boston and there, in a calm more nearly that which she had known in London and Australia, she began work.

While she wrote for a newspaper and cabled stories back home, she lived on Beacon Hill. Its picture possibilities were seen immediately and the Banner Production film is the result.

Lillian Rich, Robert Fraser, Pauline Garon, and Arthur Rankin, have the featured roles with a strong supporting cast.

## American Bohemia Revealed In "The Love Gamble," Strong Film Drama of Beacon Hill

### YOUTH VIBRATES IN PAULINE GARON

Young Actress in "The Love Gamble" Is Noted for Lovely Beauty.

There are so few women on the stage or screen whose complexions require no make-up, that to find one is a rare occurrence. Among the few in America is Pauline Garon, appearing in the Banner Production, "The Love Gamble," coming to the..... Theatre....., for a..... day engagement.

Miss Garon has what is known as "spun gold" hair, with a skin of texture so delicate that to touch it is like touching the petals of a flower in early bloom.

"What's the secret of your complexion, Miss Garon?" asked an interviewer.

"I've never learned it," she laughed. "I think that Topsy, of Uncle Tom's Cabin fame, had a skin that was like mine in one respect, at least, 'It jest grewed.'"

Miss Garon seriously attributes the beauty of her skin to her childhood life in Canada, where it was subjected to the cold air in winter and the balmy breezes that cross the Great Lakes in summer.

"You'll notice, usually, that people who spend much of their time in the open air, are inclined to have lovely skins," she said. "It seems to me that this applies as much to city dwellers as to those who occupy the great open spaces. A good, pure soap, frequent washing—and air—those are all the skin medicines I need—or, for that matter, all that anyone needs, who suffers from no primary skin affliction."

### THE REAL GAMBLING IS DONE IN LOVE

Ben Verschleiser, who produced "Three Keys," "Empty Hearts," and "Speed," for Banner last season, was explaining why his latest picture "The Love Gamble," possesses a striking title.

"That's easy to explain," he said. "Men will gamble for a million dollars and the loser gets devilish little sympathy. But a love gamble—that's different. The loser is on the soft side of the world's hard heart instantly. Nothing truer was ever said than 'all the world loves a lover'; and it's also true that it loves a love gambler."

"The Love Gambler," starring Lillian Rich, comes to the..... Theatre for..... days commencing.....

Picture Is Based on Novel by Maysie Greig, Young Australian Writer.

### RESIDED IN BOSTON

Catches Atmosphere of Dormer Windowed Studios and Careless Denizens in Smocks.

No less an authority than Irvin S. Cobb, the Kentucky student of New York, referred to Greenwich Village as "Hobohemia" and the phrase caught and hung on. Cobb was writing of the imitators, the long-haired men and the short-haired women, but in his serious moments, the writer knew and appreciated the real people who worked in the arts without pretense.

Greenwich Village and the Quartier Latin in Paris, have received most of the publicity. Comparatively few people know of the Vieux Carre, in New Orleans, that ancient Spanish looking section below Canal Street, or Beacon Hill, in Boston, where narrow, crooked little streets look down across the Boston Commons.

For the first time, Beacon Hill has been photographed for the screen—not merely the squat buildings and the picturesque studios, but the true atmosphere that comes to the place where laughter and tears mingle in the night, where hunger stalks sometimes, peering into the plentiful brilliance of the gay places.

Basing the story on the novel, "Peggy, From Beacon Hill," by Maysie Greig, Banner Productions offer a picture of Beacon Hill, in which Lillian Rich, Robert Fraser, Pauline Garon, and Arthur Rankin have the featured roles and realism is said to be the keynote. The picture opens at the..... Theatre..... for..... days.

The story deals with the life of a girl who is intent on knowing people worth while and with a determination to make her life something more than a plaything. She becomes involved with a married man, unwittingly, and on making the discovery is unfortunately in love with him. The scenes are on Beacon Hill in a typical, ill-lit studio of the poorer type.

Drama enters with the death of the man's wife—melodrama, perhaps, but faithful in its portrayal of the thing that might happen to any one at any time. How the girl solves her problem and comes through the fires of experience unscathed, makes a picture which is immediately different.

Edward LeSaint was the director and the script was written by Harry O. Hoyt.



# REVIEWS

**"THE LOVE GAMBLE" HAS  
TRUTHFUL NARRATIVE OF  
BEACON HILL IN BOSTON**

Based on Novel by Maysie Greig, Picture Tells Unique Story of Bohemians.

## EXCELLENT CAST

Lillian Rich Has Striking Role and Receives Fine Support from Colleagues.

It was true at one time that half the world never knew how the other half lived, but since the motion picture camera era, all this is changed.

There opened at the Theatre last night a Banner Production titled "The Love Gamble," based on the novel, "Peggy, From Beacon Hill," by Maysie Greig, a young Australian newspaper woman, who lived in Boston, while she wrote the story.

It is a narrative of Beacon Hill, the Latin Quarter of Boston—which is much the same as Greenwich Village, in New York, or the Vieux Carre in New Orleans.

While the story happily ignores the obnoxious "villager" type, it deals with the true Bohemian intent on making of life something more than a plaything.

Lillian Rich, as the Beacon Hill girl who aspires to establish a business career and to come in contact with people who count, has a human role which she enacts strikingly well.

Robert Frazer, as Douglas Wyman, the married man in love with Peggy, has just the right sang froid, the blasé manner to which worldly men are usually doomed, or with which they are blessed, all as one considers it. If there is a prettier flapper on the screen today than Pauline Garon, of the spun-gold hair and the rose petal complexion, something is wrong with her press agent.

James Marcus, as the surly step-father, has all the earmarks of the character, and the rest of the cast plays up in equally good form.

The story tells of a girl who unwittingly falls in love with a married man. She is the owner of a half interest in a Beacon Hill coffee shop, patronized by society as well as by the long-haired boys and the short-haired girls of storied "Hobohemia."

When the man's wife is murdered, he is held responsible and his only alibi casts the shadow of disgrace upon the girl. How she solves the problem and saves the situation goes to present a dramatic episode in a superior fashion.

## "ATTIC SALT ISN'T ALWAYS

## IN ATTICS," THAT'S FACT

Arthur Guitterman once wrote a verse to the effect that art isn't always erotic, or something of the sort, and by the same token attic salt isn't always in attics.

Contrary to the belief that Hobohemia thrives in Greenwich Village, New York, Beacon Hill in Boston, or the Vieux Carre in New Orleans, here is a picture which seems to reveal the real life of the struggling "villagers," without recourse to the old dodges.

"The Love Gamble," which opened last night at the Theatre for..... days, is a picture from the novel, "Peggy, From Beacon Hill" by Maysie Greig, a young Australian newspaper woman who lived on Beacon Hill while she wrote it.

It shows the narrow limits of a second rate Beacon Hill studio, taken for its cheap rent rather than for its artistic atmosphere. The girl, played by Lillian Rich, aspires to a business career, caring nothing for the smocks and wavering candle light. She inherits a small sum of money and starts out to launch a coffee shop.

But, she falls in love with a man, played by Robert Frazer, who, unfortunately, is married, although she doesn't know about it at the time. Complications arise, as they inevitably do in such cases, and the girl throws him over.

But, when the man is accused of his wife's murder, the girl comes to the realization that she loves him. In a dramatic court-room scene she saves him at the cost of her own reputation. The usual formula in a story of the kind is for the heroine to marry the innocent youth who has always loved her. But "The Love Gamble" is different, for she takes the man in spite of his error.

Mr. Frazer and Miss Rich do exceptionally fine work and they have the support of a clever cast in which James Marcus, Pauline Garon and Arthur Rankin lend admirable support. So far as we know, it is the first film to portray Beacon Hill in a true light, or any other.

## Beacon Hill Life Comes to Films

"The Love Gamble," a Banner Production from the novel by Maysie Greig, opened a..... day run at the Theatre last night.

Lillian Rich has the principal feminine role, with Robert Frazer playing opposite. Others among the principals are James Marcus, Pauline Garon, and Arthur Rankin, all of whom do excellent work.

The story relates the adventures of a Beacon Hill girl, who lived there among the Boston Bohemians, but was not of them. Instead, she sought a business career. Love complications, with strikingly possible situations and clever acting, make the picture one of the unusual films of the season.

It is the first picture incidentally, to present the life of Beacon Hill in Boston. Heretofore they have taken their atmosphere from Greenwich Village, New York, or the Latin Quarters in Paris.

## BOHEMIAN BEACON HILL

## COMES UPON SCREEN AS

## THE HOME OF ROMANCE

"The Love Gamble," from Novel by Maysie Greig, Is Striking New Film.

## TRUE ATMOSPHERE

Dramatic Story Played By Strong Cast with Lillian Rich in Lead.

It is a pleasure to turn from pictures of the wide open spaces to the more limited confines of a shabby studio on Beacon Hill, the Bohemian quarter of Boston. It is to learn that a man may be a man, or a woman may be a heroine, riding a hobby instead of a bronco. It also seems to indicate that one may shoot at a high ideal to greater purpose than at a fellow man in chaps and sombrero, if you know what we mean.

Banner Productions have taken the novel called "Peggy, From Beacon Hill," by Maysie Greig, and turned out a creditable picture. It opened last night at the Theatre for..... days under the title "The Love Gamble." Lillian Rich, as the Beacon Hill heroine, wins instant and lasting sympathy, while Robert Frazer, as her lover, is likely to cause a pang of jealousy in impressionable young girls. Pauline Garon, James Marcus and Arthur Rankin, are appearing in support of the principals with marked effect.

The story tells of a girl who aspires to a business career. Not for her the batik smocks and the insensate atmosphere of a dimly lit studio. She lives in one because the rent is cheap.

She goes out then, this girl, with a picayune inheritance, but enough with which to buy an interest in a coffee shop on Beacon Hill. She realizes that society will come there, that she will meet people worth while, and that perhaps, opportunity will come along with them on some occasion.

Then she falls in love with a married man. Not knowing he is married, until after she is deeply in love, the girl finds it difficult to break, but she does, contrary to the popular belief about girls of Bohemian tendencies. The climax arrives when the man's wife is murdered and his liberty depends upon the girl. She is the heroine, of course.

The picture is full of atmosphere, good acting, and without any attempt to color a condition which is colorful enough in the raw. It's a good picture and hits close to the realism which producers are striving for.

## "Love Gamble" Is Striking Film

Based on the popular novel, "Peggy, From Beacon Hill," by Maysie Greig, a young Australian newspaper woman, "The Love Gamble" opened at the Theatre last night.

It is a picture of Bohemian life on Beacon Hill, the literary and artistic rendezvous of Boston. Lillian Rich plays the lead, with Robert Frazer, Pauline Garon, James Marcus and Arthur Rankin in support.

The narrative tells of a girl who loved a married man, unknowingly, whom she met while seeking a business career. There are thrilling complications and the solutions are within the limits of ordinary reason. The picture is notable for its lack of hocus and its truth to the facts of life on Beacon Hill.

The principals are given excellent support by a talented cast and the story, interesting as a novel, is improved in visualizations on the screen.



# PRODUCTION and PERSONALITY SHORTS

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# LAST DAY NOTICES

## Talented Screen Star Started Her Work in Westerns

Lillian Rich, Starring in  
"The Love Gamble," Began  
As Daughter of Prairies.

Lillian Rich, who is starring in "The Love Gamble," at the Theatre, began her career in western pictures. She is an accomplished horsewoman and an expert shot. In the picture from Maysie Greig's novel, in which she is now appearing, Miss Rich has the role of an earnest young girl living in the colorful atmosphere of Boston's Beacon Hill.

It is a coincidence that Miss Rich made her first appearance as an emotional screen actress for Ben Verschleiser, who produced "The Love Gamble" for Banner Productions. She quit western pictures to play a part in "Empty Hearts."

When she finished the production of "The Love Gamble," Miss Rich began work for Cecil B. DeMille, by whom she has been engaged on a long term contract.

Her current picture is said to present this talented star in an entirely new type of role. She is supported by Robert Frazer, Pauline Garon, Arthur Rankin, Kathleen Clifford, Brooks Benedict, James Marcus, Bonnie Hill and Larry Steers.

## "THE LOVE GAMBLE" IS CLOSING SOON

"The Love Gamble," starring Lillian Rich, which has been showing at the Theatre since..... night. The story is based on the novel by Maysie Greig called "Peggy, From Beacon Hill," and it has enjoyed a popular engagement here, with the praise of critics and public. Miss Rich is assisted by such notable performers as Pauline Garon, Arthur Rankin, James Marcus and others. In the leading masculine role is Robert Frazer. The story deals with life on Bohemian Beacon Hill, in Boston, as it affects a young girl who aspires to a business career. The picture is decidedly different and well worth seeing.

## PICTURE CLOSING

"The Love Gamble" ends a run of..... days at the Theatre tonight. It has played to big houses and seemed to please them all from the first night.

"The Love Gamble" is an exceptional picture for several reasons, but principally because it presents a new situation to patrons of the screen.

## LILLIAN RICH REVERTS TO ORIGINAL BRUNETTE BEAUTY

Clever Screen Star Discards Blonde Wig to Appear As  
Dark Heroine in Romantic Picture of Bohemian  
Beacon Hill in Boston.

In her two latest pictures, Lillian Rich, the screen star, appeared as a blonde with tresses almost as golden as those of Pauline Garon, who is noted for them. Now, in "The Love Gamble," the first of Ben Verschleiser's new series for Banner Productions, Miss Rich reverts to her natural brunette beauty. Nevertheless, blonde beauty appears in this picture, for Miss Garon has one of the principal supporting parts.

Miss Rich as a blonde in "A Kiss in the Dark" and again in "The Golden Bed."

"I'm glad to be a brunette again," she laughed to a friend at the studios. "I don't want to be a blonde 'in the golden bed' and if I'm to have 'kisses in the dark' I want to be a brunette, too."

In "The Love Gamble," which is adapted from the novel, "Peggy, From Beacon Hill," by Maysie Greig, Miss Rich plays the interesting role of a young girl with business aspirations, living in the Bohemian Beacon Hill quarter of Boston.

In the cast are such well known players as Robert Frazer, Pauline Garon, Arthur Rankin, Kathleen Clifford, Brooks Benedict, James Marcus, Bonnie Hill and Larry Steers. "The Love Gamble" is showing at the Theatre for..... more performances.

## PICTURE OF BOSTON BOHEMIANS CLOSING

After a successful engagement of..... days at the Theatre, the Banner Production, "The Love Gamble," closes.....

This picture was an adaptation from the novel, "Peggy, From Beacon Hill," by Maysie Greig which became one of the popular best sellers instantly.

Lillian Rich plays the leading role, with Robert Frazer in the principal masculine part. Supporting in the cast are Pauline Garon, Arthur Rankin, Kathleen Clifford, Brooks Benedict, James Marcus, Bonnie Hill and Larry Steers.

The story is a true-to-life narrative of life in the Bohemian quarter of Boston. It is replete with romance and rich in action and the cast is exceptionally fine—really a picture worth seeing.

## HERE'S A PROBLEM

In "The Love Gamble," showing at the Theatre, Lillian Rich plays the role of a girl who must decide a vital problem. "Should a girl marry the man she loves most, or the man who loves her the most?" It's an interesting thing to discuss and Miss Rich has her own views. She believes the picture works it out correctly.

## MARCUS IS FAVORITE

James Marcus, whose characterization in several notable pictures recently, has made him more popular than ever, has the role of the grouchy step-father in "The Love Gamble," the Banner feature opening at the Theatre..... for a day run. Lillian Rich is the star.

## LESAINTE HAS NAME AMONG DIRECTORS

Edward J. LeSaint, who directed "The Love Gamble," at the Theatre, has a reputation for success. He made "Three Keys" and "Speed," both of which were included in Ben Verschleiser's series for Banner Productions this season.

"The Love Gamble" is an adaptation from the novel, "Peggy, From Beacon Hill," by Maysie Greig, a young Australian newspaper woman who obtained her Boston atmosphere by living there.

Lillian Rich plays the principal part, with Robert Frazer opposite. In the cast are Pauline Garon, Arthur Rankin, Kathleen Clifford, Brooks Benedict, James Marcus, Bonnie Hill, and Larry Steers.

The picture has been credited by critics and public with a true representation of the possibilities in life on Beacon Hill, with less of the implausible than a great majority of films. It has scored a decided success at the Theatre where it closes..... night.

## SPEAKING OF TITLES

Lillian Rich, playing the lead in "The Love Gamble," at the Theatre, is called "the love and kisses girl of the screen," "Cheap Kisses," "A Kiss in the Dark," "The Golden Bed," and now in "The Love Gamble." But Miss Rich says that titles don't mean anything as they refer to her.

## "Love Gamble" One of Large Program on Season's Lists

Ben Verschleiser Supervising  
Extensive List of  
Pictures for Banner  
Productions.

With the production of "The Love Gamble," now showing at the Theatre, Ben Verschleiser has one of the most extensive independent programs ever launched, nearing completion. "The Love Gamble" was the first of six feature pictures for Banner Productions.

The picture is an adaptation of Maysie Greig's popular novel, "Peggy, From Beacon Hill." It will be followed immediately by "The Checkered Flag," from the novel by John Mersereau; "Brooding Eyes," from John Goodwin's "The Man with Brooding Eyes"; "Whispering Canyon," a classic of the great lumber forests of the west, and "Salvage," from the recent serial story by Zola Forrester.

According to Samuel Briskin and George Davis, president and treasurer respectively, of the Banner Productions, who made a special trip to the west coast to close the deal with Verschleiser, all of their productions will be made hereafter in Hollywood. More than a million dollars will be spent during the coming year by this firm alone.

## BEACON HILL FILM IS SOON CLOSING

Following a remarkably successful run at the Theatre, where it opened last....., the Banner Production, "The Love Gamble," will close..... night. Lillian Rich has gained even greater popularity as a result of her work in this film. The story is from the novel, "Peggy, From Beacon Hill," by Maysie Greig, an Australian newspaper woman who studied conditions in Boston first hand while she wrote. A strong cast, with Robert Frazer playing opposite Miss Rich, presents one of the most human stories that have come to the screen in recent months. It was acclaimed by critics and public alike as a production with a minimum of hocus.

## THE GOLDEN GIRL

Pauline Garon, appearing in the Banner production, "The Love Gamble," is known on the west coast as the golden girl. It is said by artists and directors that Pauline has the loveliest golden hair and the bluest blue eyes on the whole horizon of filmdom. "The Love Gamble" opens a..... run at the Theatre.....



# BIOGRAPHIES OF THE STARS

## LILLIAN RICH

Little did Lillian Rich dream, while dancing and singing in Harry Lauder's "Three Cheers" on a London stage, that within three short years Dame Fortune was to smile upon her and reward her ability and determination with a DeMille contract. Endowed with wavy brown hair, blue-grey eyes, regular features, a deep cleft in the chin, and a justly famous English complexion, Lillian left Herne Hill, a suburb of London where she was born, and made her way to Hollywood via Canada.

She arrived in Cinemanania at the time when the influx of "English beauties," accompanied by heralding press agents, made so much din that the producers were forced to don galvanized iron ear-muffs. Lillian never mentioned her ancestry and except for her delicious accent, no one would have known that she hailed from the British Isles. It was well she remained noncommitted, for today she is rapidly approaching the pinnacle of success, and her blatant sisters are in oblivion.

Fame did not come trotting to answer Lillian's knock at its gate and she made the rounds of the comedy lots until Larry Trimble and Jane Murfin, owners of the famous "Strongheart," spied her and offered her the leading feminine role in "The Love Master." But that coveted role was not to be so easily gotten. "Of course, you know how to skate, ski, handle sled dogs and negotiate snow shoes," they asked. And Lillian implied that she had been born on snow-shoes. She got the part. The first day on location near Lake Louise in the snow country called her bluff. However, upon her urgent pleading, Director Trimble permitted her to remain in the cast and by arduous toil she soon became proficient in northern sports.

Douglas MacLean was casting for the Willie Collier stage success, "Never Say Die," upon Lillian's return from the North and he engaged her for the leading feminine role in the feature, which was one of the most ambitious pictures he ever attempted.

(Continued on Page 14)

## ROBERT FRAZER

Robert Frazer was born in Worcester, Mass. He started his stage career in 1907 playing a minor role in "The Bells." Following that he appeared for several years in repertoire companies playing the principal cities of the New England states. He eventually landed in New York City with a permanent stock company at a theatre on Staten Island. He played in stock companies in Buffalo, Detroit and Washington. Frazer was stranded with various companies the total of nineteen times by actual count.

Douglas Fairbanks was playing the leading role in "The Show Shop" in New York several years ago. When Fairbanks left the company, Frazer supplanted him in the role. It was because of Frazer's athletic qualifications that he was eligible for the part. One scene in the play called for holding the villain at arms length above his head. Frazer then appeared in the leading role of "Excuse Me." He came to Los Angeles with this company playing at the old Mason Opera House. He returned to New York to play leading roles in several stage plays, and later returned to Los Angeles to appear in an independent motion picture production entitled, "The Lone Star Rush," which was backed by a group of local business men. Jack Holt played a minor role in the picture. After finishing this picture Frazer returned to New York to play the leading role in a series of feature pictures made at the old Eclair studios at Fort Lee. He played the title role in "Robin Hood." Other members of the old Eclair company were: Alec B. Francis, George Larkin, Jack

Frazer returned to the stage and played opposite Julia Arthur in "Seremonde" at the Criterion Theatre, New York City. Previous to this he played the title role in "Ben Hur." He played the title role in "The Wanderer," then opposite Mary Nash in "Thy Name Is Woman." Frazer's last stage engagement was opposite Florence Reed in "The Mirage."

(Continued on Page 14)

## PAULINE GARON

Pauline Garon was born in Montreal, Canada where she received her early education.

While still in her teens, Miss Garon went on the stage where she remained for two years, playing in "A Lonely Romeo," "Buddies," "Sonny" and "Lilies of the Field."

Her screen career dates back three years. Some of her outstanding pictures have been "Wine of Youth," Goldwyn; "The Turmoil," Universal; "Speed," Verschleiser for Banner; "Passionate Youth," directed by Dallas Fitzgerald (Release not known) and "Rose of the World," Warner Bros. After completing her role in "The Love Gamble," she will go to Universal to play opposite Reginald Denny in a picture called "Where Was I?" Miss Garon spent six months of last year in Europe where she played in a UFA picture in Berlin filmed under the title of "Colpantage." (Release title unknown). She also played in the English production, "What the Butler Saw," directed and produced by George Dewhurst, in which Irene Rich was also starred.

Miss Garon is noted for her sunny disposition and is said to have more friends around Hollywood in the picture industry than any of the younger actresses. Her best characterization is that of a flapper. She is 5 ft. 1 inch in height, weighs 105 lbs., has blonde hair, hazel eyes and is 24 years old.

## BROOKS BENEDICT

Brooks Benedict, like many other successful screen actors, had a thorough schooling on the legitimate stage before entering the silent drama. Born in New York City, he literally grew up on the stage. Some of his outstanding performances before the footlights were in "Six Cylinder Love," a Sam Harris production; "Friendly Enemies" and "The Five Million," A. H. Woods productions; "The Jest" with Adolphe and Clara Horton. John and Lionel Barrymore. He was also leading man for Billie Burke, Maud Adams and

(Continued on Page 14)

## LARRY STEERS

Larry Steers may yet be a leading man of the screen if fate is kind enough to give him an opportunity in such a role. Steers has been in pictures for six years during which time he has played hundreds of character and heavy parts but it so happens that the pictures in which he has had his best opportunities have never been of sufficient box office value to gain this fine actor the recognition he deserves.

Steers was born in Chicago where he was educated, graduating from the University of Chicago.

His first acting was on the stage in the Bush Temple Stock Co. of Chicago. He also played in stock in St. Louis and with Margaret Illington in her great success, "Kindling."

Steers has been in pictures six years, most of which time he has appeared in Lasky productions but was with Pathe for two years. Some of his most outstanding recent performances have been in "Cafe in Cairo," with Priscilla Dean, P. D. C.; "Children of Destiny," Selznick; "Ten Scars," Pathe; "East of Suez," Lasky. In "The Love Gamble," he plays the role of "Jimmy," husband of "Fifi," owners of the coffee house on Beacon Hill.

Steers is an expert horseman, having been in the U. S. Cavalry for several years. He is also one of the best amateur boxers in Hollywood.

## KATHLEEN CLIFFORD

Kathleen Clifford was born in Charlottesville, Va. of an aristocratic southern family. When the young girl announced to her parents that she was going to follow her ambition of going on the stage, they were ready to disown their daughter but later her great success before the footlights completely reconciled them to Kathleen's chosen career.

Among her many triumphs on the stage might be mentioned leading roles in Harry Frazer's two big successes at the Langacre Theatre in New York, "Everyman's Castle" and "Everybody's Business," also Henry W. Savage's beau-

(Continued on Page 14)

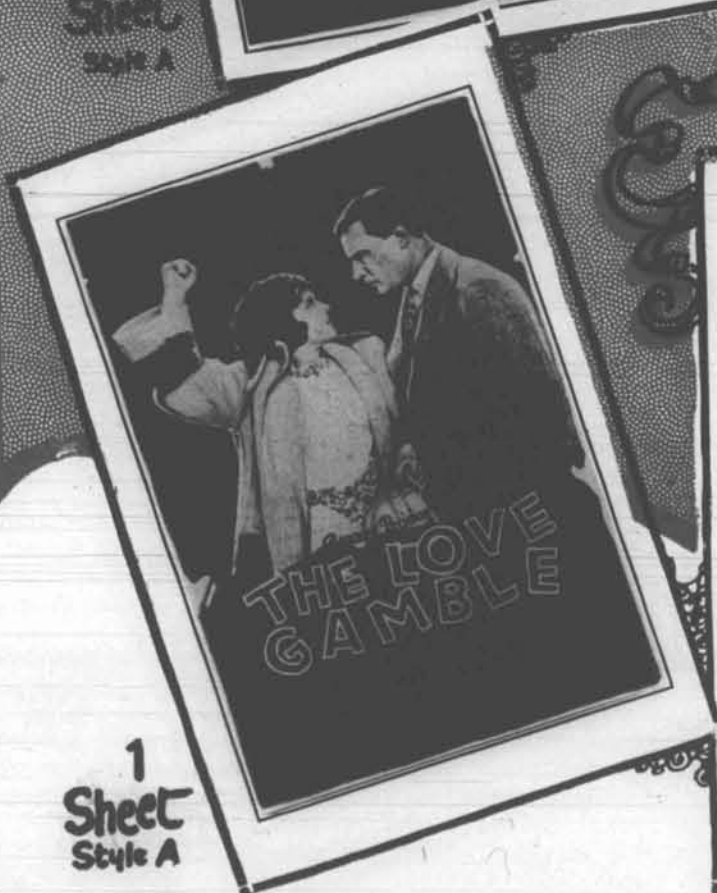
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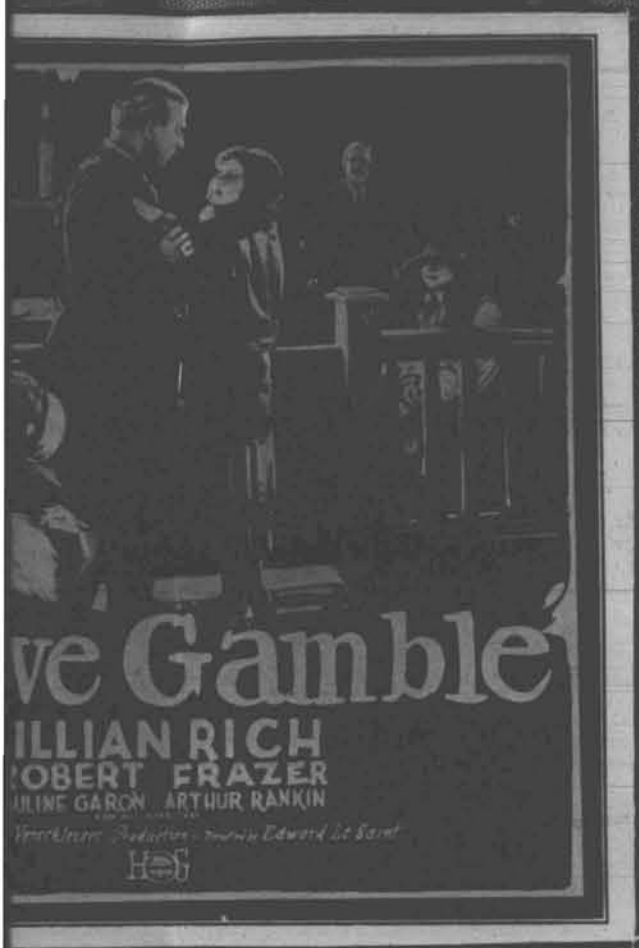


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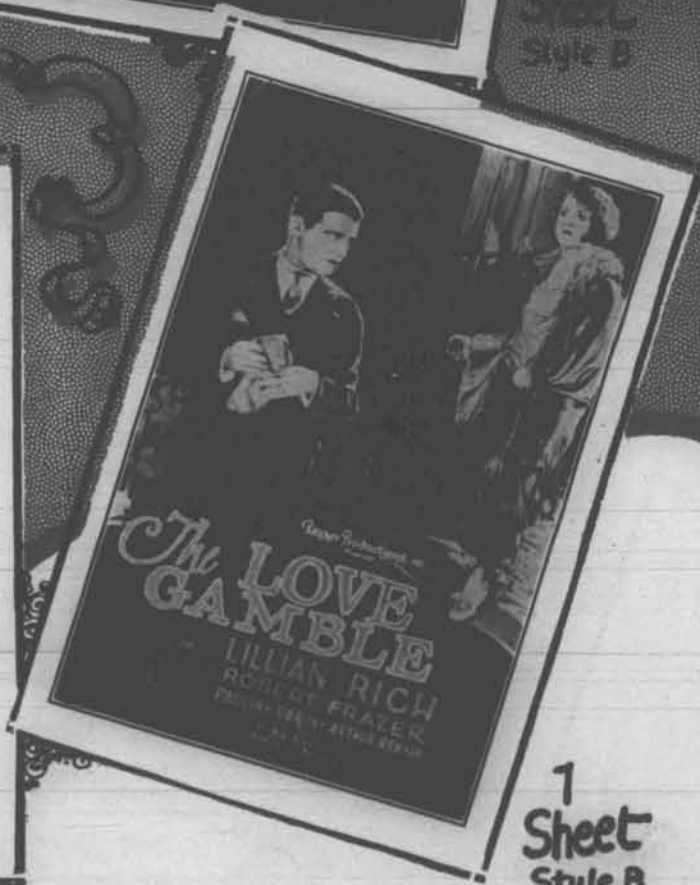
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### POST CARD

Mail It a Week Before Showing

"The Love Gamble" means more than an ordinary feature picture. It is the latest Banner Production starring the lovely Lillian Rich, with a talented cast, in an entirely new theme. The life of picturesque Bohemian Beacon Hill in Boston has never before been filmed. Here is a love drama with a new angle and a new atmosphere.

"The Love Gamble" is coming to the Theatre and it is personally recommended by the management.

### LETTER

Mail It Two Days Before Opening Date

For the first time in the history of motion pictures the alluring atmosphere of Beacon Hill, Boston, has been caught by the camera. It will be shown on the screen at the Theatre, commencing in a Banner Production called "The Love Gamble."

The beautiful Lillian Rich is the star.

The story is based on the popular novel by Maysie Greig, titled: "Peggy, From Beacon Hill."

Here is the touching story of Bohemian life in the careless, artistic centre of Boston, from which have come some of the most famous writers and artists of our day.

You'll enjoy every "shot," for they were taken overlooking Boston Commons among the queer little homes on the hill.

Remember the dates, Theatre.

## LILLIAN IS BRUNETTE

Until her appearance in "The Love Gamble," which opens at the Theatre, for days, Lillian Rich has played in the last three or four productions as a blonde. Of course, she wore a wig, for Miss Rich is a talented brunette. In "The Love Gamble" she discards the golden locks and appears in her own dark crowning glory. The blonde in the production is Pauline Garon, known on the west coast as the golden girl.

## LOBBYCRAFT DE LUXE

Poster Cut-outs are effective and give an atmosphere

## LOBBYCRAFT DE LUXE

The Posters on "The Love Gamble" are pictorial art, the composition being adaptable to unusual combinations. There is the eternal triangle effect, dignified sex appeal, the spirit of jazz or a more glorified theme.

In making cut-outs, see that they are properly mounted, reinforced and backed. Sandpaper the edges and add real buckles to the shoes, earrings, combs and personal effects to enhance the display.

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The loss of diamonds is less painful than the loss of hearts and "The Love Gamble" calls for the greater stakes.

Circumstantial evidence sends many a man to death; a girl's sacrifice saved him in "The Love Gamble."

They laugh at love in "Hobohemia" but the true believers live for love.

In the history of every man who succeeds there almost always in the story of a woman who sacrificed.

"The Love Gamble" demands the highest stakes—the bravest hearts.

Of all the chances dared by man "The Love Gamble" is the greatest—and woman is the better gambler of the two.

## WINNERS for THE LOVE GAMBLE

- 1—"The Love Gamble" is a real box-office title with scores of legitimate publicity angles. It is an ultra-modern story with its atmosphere in Bohemian Beacon Hill of Boston, a picturesque place which people are eager to know about.
- 2-The name of Lillian Rich is welcome in any newspaper office, because she is well known and admired by the fans who read the paper. Her work has won her popularity and the newspapers are quick to recognize public taste.
- 3-The stories in this press sheet are written by newspaper men and will pass muster in any office. However, do not offer stories of greater length than your advertising display warrants. Cultivate but do not crowd the friendship of the newspaper critics and editors.
- 4-Copy the stories with a typewriter, spacing double between the lines. The first page of each story should be started well down on the page. Type the heads on separate paper and attach to copy.
- 5-Advance notes should be in the editors' hands as soon as you receive your press book. Advance stories with play dates one week in advance and get the feature story just in advance of your opening.
- 6-A week before the opening of the picture take your collection of stills and proofs of cuts to those papers having special dramatic sections. Also see that you have several good star and scene cuts, also stills for reproduction.
- 7-See that the city and managing editors are taken care of with good seats. It saves the annoyance of calling up and helps your allotment of free reading space.
- 8-Have the typed copy on your review with tickets for the production on the editor's desk a day before the picture opens. Critics sometimes are glad to resort to a ready written review.
- 9-Get the dramatic editor or some clever reporter to get a local angle that can be used for a special story in connection with the star, the title or the production.
- 10-Remember everything that you say or do for the picture will bring returns at the box-office and the production will justify anything you say for it.



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## The LOVE GAMBLE



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#### HERE'S STRONG CAST

In "The Love Gamble," the Banner production opening at the Theatre, there appears one of the strongest casts seen here in some months. Lillian Rich has the lead, with Robert Frazer playing opposite. In support are Arthur Rankin, Kathleen Clifford, Bonnie Hill, James Marcus, Pauline Garon and Brooks Benedict.

#### MARCUS IS POPULAR

James Marcus, who has the effective role of a cross step-father in "The Love Gamble," which opens at the Theatre for a run of days, will be remembered for his strong characterization in "The Iron Horse." He also has a role in John Golden's screen production of "Lightnin'."

#### BEACON HILL FILM

"The Love Gamble," opening at the Theatre for days, is a picture of life on Beacon Hill, the Bohemian quarter of Boston. It is based on the story, "Peggy, From Beacon Hill," by Maysie Greig, which was one of the best sellers on the bookstands. Lillian Rich has the starring role, with Robert Frazer playing opposite. They are supported by a strong cast. Ben Verschleiser was the producer.



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A BANNER PRODUCTION

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A TENSE MOMENT in "THE LOVE GAMBLE"  
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National Screen Service, Inc., with offices at 126 West 46th Street, New York, and 845 South Wabash Avenue, Chicago, furnishes trailers containing dramatic high lights for all Banner photo-plays.

Trailers for "The Love Gamble," consisting of the main title and 75 feet of carefully selected scenes, are available at a small cost.

You can obtain a regular monthly trailer service on Banner pictures at reduced rates by applying to either of the main offices of National Screen Service, Inc. This is a medium of exploitation that has proved unusually successful. You can use it to box office advantage. Order direct from NATIONAL SCREEN SERVICE, INC.



A DRAMATIC SCENE from "THE LOVE GAMBLE"  
A BANNER PRODUCTION

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LILLIAN RICH in "THE LOVE GAMBLE"  
A BANNER PRODUCTION

1 Col. Scene Cut No. 8

# SCENE AND AD CUTS

BANNER PRODUCTIONS presents~

## THE LOVE GAMBLE



2 Column Ad Cut No. 5

### BROOKS BENEDICT

(Continued from Page 7)

Ethel Terry. For eighteen years he was on the stage.

His first acting before the klieg lights was done with the original Kalem Co. in New York but when they broke up and moved their units to other parts of the country, Benedict returned to the stage. What really brought him to the screen for good was the screen version of "Six Cylinder Love," in which Wm. Fox wanted to secure as many of the actors as possible who played in the original stage production. Other recent pictures in which he has appeared are "Cupid's Fireman," Wm. Fox; "The Only Woman," with Norma Talmadge; "Life's Whirlpool," Thomas Ince and has just completed the heavy in Harold Lloyd's new comedy, "Rah-Rah-Rah."

"The Love Gamble" is the first picture in which Benedict has been cast in a sympathetic role. As the struggling young man who sacrifices the girl he loves to her wealthier suitor, he should gain many additional fan admirers.

### KATHLEEN CLIFFORD

(Continued from Page 7)

tiful play, "Little Boy Blue." Miss Clifford was also with Ziegfeld's Follies and The Winter Garden Show and played for two seasons in vaudeville.

Miss Clifford's screen career dates back three years. She has played in the following pictures: "When the Clouds Roll By" with Douglas Fairbanks; "Richard the Lion Hearted"; "No More Women," opposite Matt Moore; "Kick In," Lasky; "The Man Who Came Back," William Fox; "White Moth," First National; "Angel Child," Hodkinson and "Grandpa's Girl," Christie.

Miss Clifford has just purchased a new home in Beverly Hills in which she is now getting settled. She is a next door neighbor of Lew Cody and other screen celebrities and boasts of her own outdoor swimming pool and other luxuries. The little actress is also very proud of what she believes to be one of the finest collections of silver in the country.

### LILLIAN RICH

(Continued from Page 7)

By this time with two pictures of importance to her credit, Lillian's classic beauty and charm of manner were beginning to attract the attention of the critics. Following the extravagant praises of the press and public Lillian played a prominent part in "Empty Hearts," which was succeeded by "Cheap Kisses." Cecil De Mille, always on the lookout for promising talent, watched the unreeling of these pictures, delighted in the charm and personality of Lillian, and gave her her biggest opportunity in his gilded opus—"The Golden Bed." She was not found wanting and while critics and public were having spasms over the latest DeMille "find," Mr. DeMille quietly signed her to a long contract.

Other producers began bargaining for her services and while she waits between De Mille features, Lillian also appears in other pictures. "A Kiss in the Dark," for Paramount and "The Ship of Souls," a Stereoscopic Picture which marks the first of the three dimension photoplays to reach the screen, are among Lillian's pictures.

Miss Rich lives in a little Hollywood bungalow, has dark brown hair with golden gleams, blue-grey eyes, and rumor has it that in spite of the glory of being a DeMille star she still does her own housework! She is an ardent outdoor sportswoman and has a constant companion in a Malamute dog, brought from Canada as a memento of "The Love Master." She is about 5 feet 3 inches tall and weighs nearly 117. She belongs to the celebrated "Wampus" alumni, having been a Baby Star of 1924.

### ARTHUR RANKIN

Arthur Rankin is related to the famous Barrymore and Drew families. John Barrymore and Sydney Drew being his uncles and with all his immediate relatives being closely connected with the Thespian art, it would be surprising if young Arthur had not followed in their footsteps.

Rankin was born in New York City. He has had a lim-

### ROBERT FRAZER

(Continued from Page 7)

Frazer has appeared in over four hundred different roles. He played the title role in "Robin Hood," a two reel picture made at the Eclair studios. He has played Christ in several pictures and plays. He considers his best work as that of Christ in a picture made several years ago called, "The Light of Dusk." He played the leading role opposite Mae Murray in "Fascination" and "Jazzmania." Since coming to Los Angeles he has appeared with Anita Stewart in "The Love Piker," the leading role in "Women Who Give" for Louis B. Mayer, and as Georges Klabor in Pola Negri's Paramount Production, "Men." He played opposite Mae Bush in "Bread," a Metro production directed by Victor Shertzinger. He recently appeared opposite Bebe Daniels in the Paramount picture, "Miss Bluebeard." Frazer is now under long term contract to First National. He made his last appearance with Pola Negri in "The Charmer," a Paramount Production. This is the second time Frazer has appeared opposite the famous Polish star, having been seen with her in "Men." He is now being co-featured with Lillian Rich in "The Love Gamble." Upon the completion of this picture he will return to First National.

ited stage career having played with John and Lionel Barrymore in their stage success, "The Jest."

He has been in pictures for five years, his outstanding appearances within the last few years being in "Broken Laws," Mrs. Wallace Reid's picture for Ince; the F. B. O. Telephone Girl series; "The Dark Swan," Warner Bros.; "Speed," a Ben Verschleiser production for Banner; "Wrath," Metro-Goldwyn and "The Dressmaker From Paris," Paramount.

Rankin is a brunette, 5 ft. 6 inches in height; weight about 140 pounds and is twenty-seven years old. He is happily married and lives in a cozy little bungalow nestled among the Hollywood hills.



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LING ADVENTURES IN THE QUIET  
BOHEMIAN BYWAYS OF BOSTON'S BEA-  
CON HILL*

LILLIAN RICH  
in the Greatest Role of her Career



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